Club Benson & Hedges
Event Summary

Thursday, April 20, 1995

Location: Gulf Greyhound Park

Number of Samples Distributed:

Benson & Hedges 100's:	89
Benson & Hedges Menthol:	67
Benson & Hedges Lights:	74
Benson & Hedges Lights Menthol:	52
Benson & Hedges Deluxe Ultra Lights:	45
Benson & Hedges Deluxe Ultra Lights Menthol:	36
Total:	363

Number of Surveys Completed: 347

Manager's Comments:

- Had great turnout and responses about promo.
- Had lots of loyal Benson & Hedges smokers come into Club Benson & Hedges and say how proud they were that their brand was rewarding them for their loyalty.

2042826969

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Event Summary

Saturday, April 22, 1995

Location: International Festival

Number of Samples Distributed:

Benson & Hedges 100's:	253
Benson & Hedges Menthol:	177
Benson & Hedges Lights:	208
Benson & Hedges Lights Menthol:	147
Benson & Hedges Deluxe Ultra Lights:	111
Benson & Hedges Deluxe Ultra Lights Menthol:	98
Total:	994

Number of Surveys Completed: 906

Manager's Comments:

- Guests at the club really enjoyed the quality of items in the gift bag.
- Many guests thanked us for giving them a place to smoke.
- One person who was a non-smoker wanted to tell us that the band was exceptional and the entire promotion was very impressive.

2042826970

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Event Summary

Sunday, April 23, 1995

Location: International Festival

Number of Samples Distributed:

Benson & Hedges 100's:	287
Benson & Hedges Menthol:	204
Benson & Hedges Lights:	198
Benson & Hedges Lights Menthol:	176
Benson & Hedges Deluxe Ultra Lights:	133
Benson & Hedges Deluxe Ultra Lights Menthol:	109
Total:	1,107

Number of Surveys Completed: 1,037

Manager's Comments:

- Guests commented that they really felt welcomed to smoke for a change and it was nice to not feel discriminated against.
- Smokers enjoyed the different flavors of coffee that were offered and stated that the Club Benson & Hedges staff was very helpful.
- "The entertainment is fabulous!"

2042826971

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Event Summary

Monday April 24, 1995

Location: City Hall Shell Luncheon

Number of Samples Distributed:

Benson & Hedges 100's:	0
Benson & Hedges Menthol:	0
Benson & Hedges Lights:	0
Benson & Hedges Lights Menthol:	0
Benson & Hedges Deluxe Ultra Lights:	0
Benson & Hedges Deluxe Ultra Lights Menthol:	0
Total:	0

Number of Surveys Completed: 91

Manager's Comments:

- Samples were not distributed. Gift bags were the only incentives distributed, but consumers still showed great appreciation for the the overall promotion.
- Had alot of loyal Benson and Hedges smokers stop by the club saying they were glad to see their brand doing this type of promotion .
- Although Club Benson and Hedges used a downscaled club area, attendance was still strong.
- Great location yielded extremly high visibility.

2042826972

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Event Summary

Tuesday April 25, 1995

Location: City Hall Shell Luncheon

Number of Samples Distributed:

Benson & Hedges 100's:	0
Benson & Hedges Menthol:	0
Benson & Hedges Lights:	0
Benson & Hedges Lights Menthol:	0
Benson & Hedges Deluxe Ultra Lights:	0
Benson & Hedges Deluxe Ultra Lights Menthol:	0
Total:	0

Number of Surveys Completed: 106

Manager's Comments:

- Samples were not distibuted. Gift bags were the only incentive items distributed for this promotion.
- Large numbers of smokers stopping by Club Benson and Hedges during their lunch hour.
- Alot of praise was given to the advertising and billboards seen around the Houston area. Consumers really enjoyed postcards for this reason.
- Weather for this promotion was ideal.

2042826973

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Wednesday, April 26, 1995

Location: Worldfest Film Festival

Number of Samples Distributed:

Benson & Hedges 100's:	36
Benson & Hedges Menthol:	23
Benson & Hedges Lights:	28
Benson & Hedges Lights Menthol:	20
Benson & Hedges Deluxe Ultra Lights:	16
Benson & Hedges Deluxe Ultra Lights Menthol:	15
Total:	138

Number of Surveys Completed: 138

Manager's Comments:

- One guest of the club commented that they thought it was great that a cigarette company was doing a promotion for them.
- Another guest commented that they did not realize that Benson & Hedges had so many different brands to choose from.

2042826974

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Thursday, April 27, 1995

Location: Worldfest Film Festival

Time: 6:00 pm - 9:30 pm

Number of Samples Distributed:

Benson & Hedges 100's:	17
Benson & Hedges Menthol:	31
Benson & Hedges Lights:	21
Benson & Hedges Lights Menthol:	16
Benson & Hedges Deluxe Ultra Lights:	19
Benson & Hedges Deluxe Ultra Lights Menthol:	14
Total:	118

Number of Surveys Completed: 87

Manager's Comments:

- Overcast skies and some rain kept attendance down.
- Received many positive comments from guests regarding the promotion. Some guests commented that they were glad to finally be recognized as a smoker and actually rewarded and welcomed.

2042826975

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Thursday, April 28, 1995

Location: City Hall Luncheon

Time: 11:00 am - 2:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:
Benson & Hedges Menthol:
Benson & Hedges Lights:
Benson & Hedges Lights Menthol:
Benson & Hedges Deluxe Ultra Lights:
Benson & Hedges Deluxe Ultra Lights Menthol: _____

Total: (No sampling)

Number of Surveys Completed: 118

Manager's Comments:

- Most of the people stopped by during their lunch break. People really enjoyed the quality of our gift bag of items (ie.: lighter, po: cards, etc.).
- Many people said that they were happy to see one of the tobacco companies doing something for smokers.

2042826976

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Thursday, April 28, 1995

Location: Houston Arena Theatre

Time: 6:00 pm - 10:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	47
Benson & Hedges Menthol:	21
Benson & Hedges Lights:	53
Benson & Hedges Lights Menthol:	24
Benson & Hedges Deluxe Ultra Lights:	30
Benson & Hedges Deluxe Ultra Lights Menthol:	18
Total:	193

Number of Surveys Completed: 187

Manager's Comments:

- Received lots of praise about the politeness of the Benson & Hedges staff of samplers.
- Smoker's really love the double-decker bus.

2042826977

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Thursday, April 29, 1995

Location: Houston International Theatre

Time: 11:00 am - 10:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	278
Benson & Hedges Menthol:	221
Benson & Hedges Lights:	309
Benson & Hedges Lights Menthol:	188
Benson & Hedges Deluxe Ultra Lights:	207
Benson & Hedges Deluxe Ultra Lights Menthol:	161
Total:	1,364

Number of Surveys Completed:

881	(Club B&H)
287	(Satellite/Kiosk)
1,168	

Manager's Comments:

- One guest commented that Club Benson & Hedges is the only place in Houston where a smoker is allowed to smoke.
- Weather was terriffic.
- Lots of compliments about the uniqueness of the promotion and how enjoyable the live entertainment was.

2042826978

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Thursday, April 30, 1995

Location: Houston International Festival

Time: 11:00 am - 7:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	218
Benson & Hedges Menthol:	266
Benson & Hedges Lights:	281
Benson & Hedges Lights Menthol:	162
Benson & Hedges Deluxe Ultra Lights:	147
Benson & Hedges Deluxe Ultra Lights Menthol:	119
Total:	1,193

Number of Surveys Completed:

781	(Club B&H)
221	(Satellite/Kiosk)
1,002	

Manager's Comments:

- One guest commented of how much he appreciated Benson & Hedges giving smokers a place to relax and felt that it was a very tasteful promotion.
- Many people stated that they did not realize that Benson & Hedges offered so many brands for smokers.

2042826979

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Wednesday, May 3, 1995

Location: Factory Stores of American Shopping Mall

Time: 10:00 am - 8:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	19
Benson & Hedges Menthol:	36
Benson & Hedges Lights:	21
Benson & Hedges Lights Menthol:	25
Benson & Hedges Deluxe Ultra Lights:	34
Benson & Hedges Deluxe Ultra Lights Menthol:	18
Total:	153

Number of Surveys Completed: 139

Manager's Comments:

- Club Benson & Hedges guests comments on how classy the promotion was and that they loved the live entertainment.
- The guests also enjoyed the catered food and lemonade.

2042826980

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Thursday, May 4, 1995

Location: Factory Stores of American Shopping Mall

Time: 10:00 am - 6:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	27
Benson & Hedges Menthol:	21
Benson & Hedges Lights:	14
Benson & Hedges Lights Menthol:	18
Benson & Hedges Deluxe Ultra Lights:	25
Benson & Hedges Deluxe Ultra Lights Menthol:	17
Total:	122

Number of Surveys Completed: 108

Manager's Comments:

- Guests of the club enjoyed the complimentary catering, especially the ice cold lemonade, since the temperature reached a high of 90 degrees today.
- Lots of positive coments again about the promo, especially it's uniquenes with the bus and live entertainment.
- A lot of people commented on how they enjoyed receiving the coupons in the gift bag for local establishments in Houston.

2042826981

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Friday, May 5, 1995

Location: Texas Crawfish Festival

Time: 6:00 pm - Midnight

Number of Samples Distributed:

Benson & Hedges 100's:	61
Benson & Hedges Menthol:	58
Benson & Hedges Lights:	39
Benson & Hedges Lights Menthol:	47
Benson & Hedges Deluxe Ultra Lights:	37
Benson & Hedges Deluxe Ultra Lights Menthol:	21
Total:	263

Number of Surveys Completed: 237

Manager's Comments:

- Guests commented that finally they had a place where they could smoke and not be bothered.
- Guests also commented on how classy the promotion was.

2042826982

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Saturday, May 6, 1995

Location: Texas Crawfish Festival

Time: 10:00 am - 10:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	227
Benson & Hedges Menthol:	189
Benson & Hedges Lights:	131
Benson & Hedges Lights Menthol:	172
Benson & Hedges Deluxe Ultra Lights:	204
Benson & Hedges Deluxe Ultra Lights Menthol:	162
Total:	1,085

Number of Surveys Completed: 1,007

Manager's Comments:

- Large attendance at the event, of which many smokers came through Club Benson & Hedges.
- Guests commented on how great it is to have a place where smokers can actually relax and enjoy their cigarette.
- There were lots of smokers in the area enjoying the live musical entertainment provided.

2042826983

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004

Club Benson & Hedges
Houston Event Summary

Event Date: Sunday, May 7, 1995

Location: Houston Polo Club (International Cup)

Time: 3:00 pm - 7:00 pm

Number of Samples Distributed:

Benson & Hedges 100's:	39
Benson & Hedges Menthol:	31
Benson & Hedges Lights:	18
Benson & Hedges Lights Menthol:	24
Benson & Hedges Deluxe Ultra Lights:	19
Benson & Hedges Deluxe Ultra Lights Menthol:	14
Total:	145

Number of Surveys Completed: 116

Manager's Comments: • Low attendance due to rain.

2042826984

** TOTAL PAGE.008 **

Source: https://www.industrydocuments.ucsf.edu/docs/ymwn0004